IN THE CLAIMS:

1. (Currently Amended) A method of acquiring a list of prospective customers over a computer network, the prospective customer list including one or more attributes for each prospective customer on the list, the method comprising:

    receiving a location of the list on the computer network from a client system,

    retrieving the list from the location,

    formatting the list for storage in a database of prospective customer lists, the formatting facilitating searching and retrieval of the list and data included therein from the database, wherein the formatting further comprises:

        (a) identifying the attributes included in the list received from the client system,

        (b) comparing the identified attributes with database attributes, each database attribute being pre-defined by the database of prospective customer lists and having a pre-defined format, and

        (c) creating a new database attribute for an identified attribute if no match is determined between the identified attribute and a database attribute, and

    storing the formatted list in the database of prospective customer lists.

2. (Original) The method of claim 1, further comprising

    receiving from the client system descriptive data concerning the list, and

    storing the descriptive data in the database.

3. (Original) The method of claim 2, wherein the descriptive data comprises at least one of a name for the list, a description of the attributes included in the list, and a privacy policy for the list

4. (Cancelled).

B3057986.3

3

1   5. (Currently Amended) The method of claim [4] 1, further comprising

2   transforming the format of an identified attribute into the format of a database

3   attribute if a match is determined between an identified attribute and a database attribute.

1   6. (Cancelled.)

1   7. (Previously Presented) The method of claim 6, wherein creating a database attribute

2   comprises

3   specifying the name and the type of the new database attribute.

1   8. (Previously presented) The method of claim 1, wherein formatting comprises

2   analyzing one or more attributes of the list to determine, for each attribute, the range

3   of data values for the attribute.

1   9 to 11. (Cancelled).

1   12. (Original) The method of claim 1, further comprising

2   publishing the availability of the list from the database for purchase by a list

3   purchaser.

1   13. (Previously presented) The method of claim 12, wherein publishing comprises

2   including the list in a catalog of prospective customer lists available on the database.

1   14. (Original) The method of claim 1, further comprising

2   determining usage instructions for the customer list, the usage instructions

3   controlling the distribution and use of the customer list by a purchaser of the list from the

4   database.

1   15. (Cancelled).

B3057986.3

4

1   16. (Original) The method of claim 14, wherein the usage instructions restrict the purchase

2   of the customer list from the database to specific list purchasers.

1   17 to 18. (Cancelled).

1   19. (Original) The method of claim 1, further comprising

2   determining the pricing instructions for the list, the pricing instructions specifying

3   the cost of the list to a purchaser of the list from the database.

1   20. (Original) The method of claim 19, wherein the pricing instructions are received from

2   the client system.

1   21. (Previously presented)   A computer-readable storage medium encoded with

2   processing instructions for directing a computer to:

3   receive a network location of a list of prospective customers from a client system

4   connected to the computer over a computer network, the prospective customer list including

5   one or more attributes for each prospective customer on the list,

6   retrieve the list from the network location,

7   format the list for storage in a database of prospective customer lists, the format

8   facilitating searching and retrieval of the list and the data included therein from the database,

9   wherein formatting the list for storage in the database further comprises processing

10   instructions for directing the computer to:

11   (a) identify the one or more attributes included in the list received from the

12   client system,

13   (b) compare the identified attributes with database attributes, each database

14   attribute being pre-defined by the database of prospective customer lists,

15   each database attribute having a pre-defined format, and

16   (c) <u>create a new database attribute for an identified attribute if no match is</u>
17   <u>determined between the identified attribute and the database attribute;</u>
18   and
19   store the formatted list in the database of prospective customer lists.

1   22. (Original) The storage medium of claim 21, further comprising processing instructions
2   for directing the computer to
3   request from the client system descriptive data concerning the list, and
4   store the descriptive data in the database.

1   23. (Previously presented)   The storage medium of claim 22, wherein the descriptive data
2   comprises at least one of a name for the list, a description of the one or more attributes
3   included in the list, and a privacy policy for the list.

1   24. (Cancelled).

1   25. (Currently Amended)   The storage medium of claim 24 21, further comprising
2   processing instructions for directing the computer to
3   transform the format of an identified attribute into the format of a database attribute
4   if a match is determined between the identified attribute and the database attribute.

1   26. (Cancelled).

1   27. (Previously presented)   The storage medium of claim 26, wherein creating a new
2   database attribute further comprises processing instructions for directing the computer to
3   specify a name and a type of the new database attribute.

B3057986.3

6

1 28. (Previously presented)   The storage medium of claim 21, wherein formatting the list

2 for storage in the database further comprises processing instructions for directing the

3 computer to

4   analyze the one or more attributes of the list to determine, for each attribute, a range

5 of data values for the attribute.

1 29 to 31. (Cancelled)

1 32. (Previously presented)   The storage medium of claim 21, further comprising

2 processing instructions for directing the computer to

3   publish an availability of the list from the database for purchase by a list purchaser.

1 33. (Original) The storage medium of claim 32, wherein publishing the list further

2 comprises processing instructions for directing the computer to

3   include the list in a catalog of prospective customer lists available on the database.

1 34. (Original) The storage medium of claim 21, further comprising processing instructions

2 for directing the computer to

3   determine usage instructions for the customer list, the usage instructions controlling

4 the distribution and use of the customer list by a purchaser of the list from the database.

1 35. (Cancelled).

1 36. (Previously presented)   The storage medium of claim 34, wherein the usage

2 instructions restrict a purchase of the customer list from the database to specific list

3 purchasers.

1 37 to 38. (Cancelled).

B3057986.3

7

1   39. (Previously presented)   The storage medium of claim 21, further comprising

2   processing instructions for directing the computer to

3   determine pricing instructions for the list, the pricing instructions specifying a cost of

4   the list to a purchaser of the list from the database.

1   40. (Original) The storage medium of claim 39, wherein the pricing instructions are

2   received from the client system.

1   41. (Previously Presented) The method of claim 1, further comprising:

2   receiving a request from the client system to update the list,

3   retrieving the list from the database,

4   receiving modified data for the list from a location on the computer network,

5   updating the list to include the modified data, and

6   storing the updated list in the database.

1   42. (Original) The method of claim 41, wherein the request from the client system

2   identifies the location of the modified data on the computer network.

1   43. (Previously presented) The method of claim 41, wherein the modified data comprises

2   modified prospect data and updating comprises

3   replacing the initial prospect data with the modified prospect data.

1   44. (Original) The method of claim 43, wherein the initial prospect data is completely

2   replaced by the modified prospect data.

1   45 to 72. (Cancelled).

B3057986.3

8